

PURPOSE

Neato's purpose is to
improve people's everyday
lives through robotics.



CORE VALUES

Neato's core values are quality and experience.

Neato is known for designing high quality products that customers love. The core values of quality and experience can be seen in every aspect of the company, from the people it hires to product development and customer touch points. Focusing on quality and experience as Neato's North Star will make Neato the category leader for consumer robot vacuums and pave the road to owning other categories in consumer robotics.

